

Sub
C1
B1

1. (Twice Amended) A method for driving a liquid crystal display having a matrix of a plurality of pixels with a common electrode and a pixel electrode, comprising steps of:
applying a common voltage to the common electrode; and
applying a data voltage of a positive polarity and a negative polarity with respect to the common voltage alternately to groups of a plurality of pixels that are adjacently located,
wherein the polarity of the data voltage applied to each of the pixels in each group is the same.

B2

4. (Amended) The method according to claim 1, wherein data voltages having the same polarity with respect to [for] the common voltage are applied to the adjacent pixels in the same column.

B2

5. (Amended) The method according to claim 1, wherein [the] data voltages having different polarities with respect to [for] the common voltage are applied to the adjacent pixels on the same column

B3
cont Sub
C3

6. (Twice Amended) A liquid crystal display, comprising:
a substrate;
a plurality of gate lines formed on the substrate;
a plurality of data lines insulated from and intersecting the gate lines and transmitting a data voltage; and
a plurality of pixels formed corresponding to respective regions defined by the data lines and the gate lines,
wherein a common voltage is applied to the plurality of pixels, and wherein polarities [the polarity] of the data voltage with respect to the [for the] common voltage are inverted [inverts] in